



Supply chain transformation for a growing future

Barnas Hus

With 28 retail stores supported by a healthy online offering, Barnas Hus is Norway's leading children and baby products retail chain.

But recent times have seen a rapid transition in the Norwegian retail space, and the leadership team at Barnas Hus recognized the need for transformation. Ongoing supply chain issues suggested that the connection between warehouse and stores needed re-thinking.

With a vision of a new technology-focused, cloud-powered integrated platform, Barnas Hus worked with KPMG in Norway and opted for KPMG Powered Enterprise | Supply Chain enabled by Microsoft Dynamics 365 to help make the business fit for the future.

A new state-of-the-art warehouse utilizes robotics to accurately pick, sustainably pack and track every product heading into stores, giving Barnas Hus the visibility of inventory it always needed. Now, store managers and customers get the right products faster and the foundations have been laid for artificial intelligence (AI) and machine learning (ML) gains further down the road.

High-quality data and analytics allow the company to understand customers better and create streamlined, more efficient journeys, making it more likely for customers to return in the future.

Shortly after the Powered Supply Chain enabled by Microsoft Dynamics 365 implementation, Barnas Hus achieved its biggest month ever in terms of revenue. This bold new vision is quickly helping to pay dividends.

Is your supply chain designed for growth?

